

## REMARKS

Claims 1-10 and 27-41 were canceled. Claim 11 was amended to include the step of selecting an elastomeric embossing pad having a selected hardness, wherein the pad and hardness is selected to adjust the amount of the spread of press forces over the media and embossing template during pressing. It has been found that the hardness of the embossing pad can be selected to determine the amount of detail generated in the embossing during pressing as described in the Applicant's specification on pages 5 and 6. The Applicant has found that using a harder embossing pad results in a lower spread of the press forces, that is, the press forces are spread less evenly over the media and embossing template and using a softer embossing pad results in a greater spread of the press forces. The amount of spread of the press forces has been found to be inversely proportional to the hardness of the embossing pad. Further, the Applicant has found that the amount of spread of the press forces affects the embossed impression formed in the media during pressing. Selecting and using the embossing pad during pressing in the manner claimed in claim 11 allows the user to adjust the embossment created by pressing a one-piece embossing template and thus achieve pleasing results.

The Examiner rejected claim 1 under 35 U.S.C. 103(a) as being unpatentable over Bradley (US Patent 4,867,057) in view of Smith et al. (US Publication 2001/0000860). The Examiner stated that Bradley does not teach a method of selecting hardness. The Examiner stated that Smith does teach a method of selecting hardness referring to Smith paragraph [0023] which states "the mat 22 may be made of various natural or synthetic elastomers which have appropriate resilience." and "In one embodiment, the mat would have the following characteristics: Hardness range 30-60"

Smith teaches a pad having the "appropriate resilience" has a hardness in the range of 30-60, but does not teach selecting the hardness to affect the results of embossing the media. Rather, Smith teaches using a configuration of buttons (30) and side walls with the resilient pad to affect the embossment. In paragraph [0039], Smith states the bolster 20 may be constructed of any appropriate shape which results in the desirable deformation characteristics of the mat 22. In paragraph [0040], Smith teaches using alternatively shaped bolsters as shown in Figs. 5 and 6 with different buttons including looped shaped support members 230, 232, and rectangular buttons 330 to achieve the desired embossing results. Smith does not teach using embossing pads of

different hardnesses to adjust the results, and does not teach selecting the pad's hardness to achieve the desired embossment. Further Smith does not teach selecting embossing pad's hardness to adjust the pressure applied to the embossing template and the media by the press as claimed in the dependent claims 19 and 20. In this manner also, the selection of the embossing pad's hardness can be used to vary the embossed results. Consequently, independent claim 11 is patentable over the combination of Smith and Bradley, and dependent claims 13, 14, and 16 – 26 depending therefrom are also patentable.

### CONCLUSION

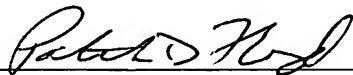
For the reasons detailed above, it is respectfully submitted all claims remaining in the application (Claims 11, 13, 14, and 16 – 26) are now in condition for allowance.

Respectfully submitted,

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#### CERTIFICATE OF MAILING

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